**Visual Literacy**

From my first response to the picture I thought it was trying to say how much fast food we eat as a country. I also had a difficult time keeping my eyes in one area. With the pictures scattered everywhere I was looking all over the picture. I didn’t find out that it was about how much protein we eat in America until about halfway through.

It’s not visually pleasing to the eye. Proximity is not used in this diagram, it seems like everything is crammed into one small area. Also, the alignment of the pictures is terrible; some are on top of the information while others are below it. To go along with that point, three of them illustrate food products while the chicken is supposed to illustrate how many chickens are raised in America. It just doesn’t go along with the other pictures or info. This brings up the lack of repetition. The slide about “chickens raised” does not fit in with the other information. Everything talks about how much Americans consume and the other slide is about how many chickens are raised in the U.S. It should talk about how many chickens we eat, this info should be removed. The other thing is that one slide talks about Big Macs at McDonalds while the other two talk about in general how many chickens and hot dogs are being consumed. The facts should be about certain food industries such as KFC and Sonic. The use of colors in the illustration also makes it a bit more confusing. The colors in the diagram should be removed. The colors used have no meaning to the information in its slide.

One way to improve the proximity in this illustration is to make the spaces larger so the information doesn’t look so crowded. They should also bring the title out that way we can see what the information is about. Having it in with the information causes some confusion. Another thing is to have the facts going in numerical sense from least to greatest. The facts about how many chickens raised should be eliminated and instead replaced with some other high protein fast food product. Otherwise, have how many animals are raised for each kind of product being consumed. If colors are to be used, make it so that whatever is being displayed be visually pleasing to the eye. Have the same color in each area or be able to relate an individual color used with the information. The last thing to fix is the pictures. If you use one name brand picture, the other pictures should be a name brand relation as well. By putting a Burger that says Big Mac helps us relate the information that is being shown. Otherwise people might begin to think of eating a burger anywhere such as Burger King, or Dairy Queen which is not what this diagram is saying.